



## Life & Business Coaching Association of Ireland Presents:

### Coaching Conference 2011 “POSITIVITY IN COACHING”

Sheldon Park Hotel, Kylemore Road, Dublin 12

Friday, November 11<sup>th</sup> 2011, 9.30am - 4.30pm

#### Speakers include:

Deirdre Murray  
Daire Coffey  
Roisín Markham  
Frederique Murphy  
Geraldine Holton  
Lorna McDowell  
Enterprise Board, Ireland

Attendance of this event is €20.00 for current members, and €30 for non-members

#### Interested in attending?

To RSVP this event, please email us on [info@lbcai.ie](mailto:info@lbcai.ie) (preferred contact)

or call 01-2393240

*This Conference is recognised as 6 hours LBCAI CPD*

## CONFERENCE SCHEDULE

<b>9.30 – 10.00</b>	<b>Registration, Networking</b>
10.00 – 10.05	Opening speech by Ann Lohan, Chairperson of the LBCAI
10.05 – 10.50	Deirdre Murray / Daire Coffey – <i>Emotional Intelligence</i>
10.50 – 11.15	Enterprise Boards Ireland– <i>Resources available</i> for Coaches
<b>11.15 – 11.30</b>	<b>Tea &amp; Coffee Break</b>
11.30 – 12.30	Roisín Markham – <i>Pollyanna vs. Positive self empowerment</i>
12.30 – 13.00	Enda Brennan – <i>What it means to be a member of the LBCAI</i>
<b>13.00 – 14.00</b>	<b>LUNCH, Networking</b>
14.00 – 14.30	Coaching quiz – just for a bit of fun
14.30 – 15.15	Frederique Murphy – <i>The Positive Power of Mindset</i>
15.15 – 15.45	Geraldine Holton (SAI) – <i>Positive Power of Supervision</i>
15.45 – 16.15	Lorna McDowell – <i>Successful Contracts with Organisations</i>
<b>16.15 – 16.30</b>	<b>Wrap Up</b>

## Our Keynote Speakers for this event:

### Deirdre Murray



As Director of People Resources, Deirdre works both nationally and internationally to assist leaders and teams achieve their highest potential through tailored Executive Coaching and Leadership Development.

An experienced OD Consultant and Business Coach with 28 years people management experience, Deirdre combines her academic background and extensive multinational experience to deliver highly practical, tailor-made leadership development programmes that maximise high performance and bottom-line results.

Deirdre co-authored 'Emotional Intelligence (EQ) - A Leadership Imperative!' with Daire Coffey, published in November 2010.

### Daire Coffey



Daire is Managing Director at Perspectives, which works with Irish and International clients to maximise business and personal performance. She has over 25 years experience working across many business functions at senior management level at United Drug Plc and Enterprise Ireland, Dublin and Brussels. She is an Associate Faculty Member at the Irish Management Institute (IMI) where is lectures and coaches on various Leadership Development and Marketing Programmes.

Daire is also a Business Mentor with the Dublin City Enterprise Board. Daire co-authored 'Emotional Intelligence (EQ) - A Leadership

Imperative!' with Deirdre Murray. The book has been recommended by [allaboutbusiness.ie/dragonsden](http://allaboutbusiness.ie/dragonsden) as the-top-5-books-every-entrepreneur-should-read.

### Roisín Markham



Roisín brings **creativity to your context**. Through her business CreativeDynamix, she works with people around themes of change and communication.

Roisín blends her international business experience from high growth start-ups and the localisation industry with her creative skills to share best practices in experiential learning environments that are dynamic, informative and accessible.

Creativedynamix works cross sector with industry, enterprise and community using a participative arts practice as a business model for innovative approaches and ongoing research.

Described as a polymath, idea merchant and innovator Roisín's creative practice is as diverse as her client list.

### Frederique Murphy



Frederique is a business mindset strategist, who founded her business to focus on her passion: transformation! Thanks to her Mountain Moving Mindset programme, Frederique empowers business owners, entrepreneurs, and corporate executives to master their mindset, so that they can move mountains and bring their life and their business to a whole new level!

She shares her M3 Power through her coaching and mentoring packages, her published books & articles, her award-winning blog and newsletters, and her unique live events.

### Lorna McDowell



Lorna has a background in international corporate communications, branding, organisation culture and group relations. She worked directly with entrepreneurs and change makers in the world's hubs of innovation such as Silicon Valley, USA, where she found her niche in helping organisations ready themselves for launching into the international marketplace.

Lorna has grown her own business, Xenergie Consulting, from scratch since 2001 and is now one of Ireland's leading culture transformation and executive coaching consultancies. She is currently undertaking a groundbreaking MA in Organisation Analysis with the Grubb Institute/East London University.

### Geraldine Holton



Geraldine is an innovator in the area of spirituality and supervision. Her background in adult learning and professional practice has been the foundation for her leadership in the field. She has developed training programmes in Supervision, Counselling and Spiritual Guidance at undergraduate and post graduate level and is Director of the Masters Programme in Supervisory Practice at Milltown Institute. She also offers supervision, counselling spiritual guidance at An Croí and facilitates retreats.

Geraldine is Chairperson of the Supervisors Association of Ireland (SAI). She is currently in the final stages of Doctorate research and authoring a book on supervision.